

GENERAL SERVICES ADMINISTRATION

AUTHORIZED
FEDERAL SUPPLY
SCHEDULE PRICE LIST

Contract Number: **GS-23F-0238L**

Schedule Title: **Advertising & Integrated Marketing Solutions (AIMS)
– Schedule 541**

**SIN 541-3 – Web-Based Marketing Services
(set aside for small business)**

**SIN 541-4f – Commercial Art & Graphic Design Services
(set aside for small business)**

allen wayne ltd.

Visual Communication Solutions

www.allenwayne.com

GENERAL information

Contract Number:
GS-23F-0238L

Schedule Title:
Advertising & Integrated Marketing Solutions (AIMS) - Schedule 541

SIN 541-3 – Web-Based Marketing Services (set aside for small business)
SIN 541-4F – Commercial Art & Graphic Design Services (set aside for small business)

Current Contract Period:
July 26, 2011 through July 25, 2016

First Award Period:
July 26, 2001 through June 30, 2006

Contractor Name:
Allen Wayne Limited

Address:
14121 Parke Long Court, Suite 104, Chantilly VA, 20151
Phone: 703-321-7414
Toll-free: 1-800-695-8880
Fax: 703-961-1646
Website: www.allenwayne.com

Contact for Contract Administration:
Roland Owens, President
roland1@allenwayne.com

Business Size:
Veteran-Owned, Small Disadvantaged Business (0307-0312P)

Prices Shown Herein are:
Net (discount deducted)

CUSTOMER information

- 1a. Special Item Numbers
SIN 541-3 - Web-Based Marketing Services (set aside for small business)
SIN 541-4F - Commercial Art & Graphic Design Services (set aside for small business)
- 1b. Prices Shown in Price List are: Net, all discounts deducted and valid for all domestic areas. See Item 6.
- 1c. Hourly Rates: See below.
2. Maximum Order Threshold: \$1,000,000.00
3. Minimum Order: \$100.00
4. Geographic Coverage: Domestic
5. POP: Chantilly, VA 20151
6. Discount from Prices: Net Prices – Discount already taken
7. Quantity Discounts: Up to 5% for orders over \$25,000
8. Prompt Payment Discounts: +5% 10 days or +2% 20 days Net 30 days
- 9a. Government Purchase Cards accepted at or below the micro-purchase threshold: Yes
- 9b. Government Purchase Cards accepted above the micro-purchase threshold: Yes
10. Foreign Items: Not Applicable
- 11a. Time of Delivery: Negotiated at the Task Order level
- 11b. Items Available for Expedited Delivery are noted in this price list.
- 11c. Overnight and 2-Day Delivery: Yes, but are not covered under Schedule Contract, please see contract for rates.
- 11d. I-FSS-140-B Urgent Requirements: When the Federal Supply Schedule, contract delivery schedule period, does not meet the bona fide urgent delivery requirements of an ordering agency; agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt, (telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.
12. FOB Destination
- 13a. Ordering Address: Allen Wayne Limited, 14121 Parke Long Court, Suite 104, Chantilly, VA 20151
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage - fss.gsa.gov/schedules.
14. Payment Address: Allen Wayne Limited, 14121 Parke Long Court, Suite 104, Chantilly, VA 20151
15. Warranty Provision: See Schedule.
16. Export Packing Charges: Not Applicable

CUSTOMER information

17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level): Not Applicable
18. Terms and Conditions of Rental Maintenance and Repair: Not Applicable
19. Terms and Conditions of Installation: Not Applicable
20. Terms and Conditions of Repair Parts: Not Applicable
21. List of Service and Distribution Points: Not Applicable
22. List of Participating Dealers: Not Applicable
23. Preventative Maintenance: Not Applicable
- 24a. Special Attributes, such as Environmental Attributes: FCS Certified offset printing, recycled papers, chemistry free processing of printing plates, and soy based inks. Allen Wayne Limited was presented with the 2009 Environmental Excellence Award as recognized by the Fairfax County Board of Supervisors.
- 24b. If applicable, indicate that Section 508 Compliance Information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found: www.allenwayne.com
25. Data Universal Number System (DUNS) number: 03-775-2847
26. Notification regarding registration in Central Contractor Registration (CCR) database: Currently Active

DESCRIPTION of services

Web Design Services

We provide a team of graphic designers and programmers with the creative flair and technical knowledge to make your web site both pleasing to the eye as well as functional. We work with our customers to ensure the website design conforms with current department design standards, that have been set forth by your agency, and to help carry the brand of the particular program or event.

In addition, we have the ability to make the site 508 compliant as well as upgrading old publications to the current 508 compliant standard.

Commercial Art & Graphic Design

Allen Wayne Limited has been providing commercial art and graphic design services since 1946. We produce our commercial art and design service products with the latest digital software InDesign, Adobe Photoshop and Adobe Illustrator, as well as Pagemaker as required.

In addition, we can provide image scanning, digital vector and raster artwork, illustrations, typographic solutions, digital image retouching (Photoshop) and enhancement, photographic and artistic montage, as well as flash artwork.

Specific key areas of expertise include all graphic services to produce:

- Annual Performance and Accountability Reports (PARs).
- Annual Financial Reports.
- Special Reports.
- Magazines.
- Newsletters.
- Logos.
- Training material with coordinated web sites.
- Conference materials.
- Exhibit graphics.
- On demand publication reproduction in full color and black and white.
- Program branding.
- Brand Identity Package.
- E-mail Blast.
- Flash animated electronic ads.
- Large Print Publications for the visually impaired.
- 508 certified document preparation.
- Editorial and writing services.
- Printing and distribution services.

These services include:

- Overall theme, design, layout, editorial, proofreading and delivery of print ready PDF with accompanying GPO 952 desktop publishing form.
- Converting Microsoft Word documents and Excel data into InDesign layouts.
- Generating charts and graphs.
- Receiving transmitted financials.
- Professional proofreading.
- Complete page layout.
- Publication management.
- Generating media for printing.
- Production of short run advanced color copies.

GSA hourly rates

541-3 Web-Based Marketing Services (Small Business Set-Aside)

Hourly Rates:

- \$ 106.25 Design/redesign services
- \$ 55.25 Web page creation / e-mail blast
- \$ 55.25 Graphic icon development
- \$ 72.25 CGI forms (scripted)
- \$ 55.25 Custom internal counters
- \$ 72.25 Custom password protection
- \$ 72.25 Java / java scripting and HTML
- \$ 106.25 Site search engine generation
- \$ 106.25 Database programming
- \$ 72.25 Flash animation

541-4F Commercial Art and Graphic Design Services (Small Business Set-Aside)

Hourly Rates:

- \$ 106.25 Design/initial concepts
- \$ 72.25 Graphics/charts, figures and tables
- \$ 55.25 Professional proofreading
- \$ 72.25 Desktop publishing and layout
- \$ 126.50 Technical writing and editing
- \$ 72.25 Scanning services
- \$ 55.25 Laser reproduction
- \$ 106.25 Job/task management
- \$ 55.25 Photographic research
- \$ 72.25 Photographic manipulation

LABOR categories

Job/Task Manager

Description: Manages single or multiple projects/tasks. Manages assigned projects to meet client requirements. Determines project scope with client and manages the design of assigned projects. Responds effectively to meet client's needs. Supports client in business and action planning. Oversees quality inspection and quality assurance activities, conducts project audits and evaluations, and recommends project-level performance standards. Manages projects, budgets, schedules, and delivery of services. Manages client relationships for teams of consultants and professionals assigned to projects.

Minimum Education: Bachelor's degree in business, communications, marketing or other relevant discipline.

Minimum Experience: 10 years of relevant work related experience may be substituted for degree requirements.

Senior Graphic Designer

Description: Interprets what the client wants to communicate in an interesting way. Responsible for engaging other members of the team, such as illustrators, photographers, designers or Mac operators in the project. Develops and creates original concepts for print publications; websites; direct mailing; posters and multimedia CDs. Oversees the work from the initial concepts, until completion of the finished product.

Minimum Qualifications: BA degree in graphic design and or related graphic communications. Five to seven years of experience. 10 years of relevant work related experience may be substituted for degree requirements.

Graphic/Production Artist

Description: Designs art and copy layout material to be presented visually in magazines, books, and conference materials; website and CD-ROM; and by other visual communications media. Plans presentations that typically include illustrations, photographs, and text. Selects styles and sizes of type. Creates samples of proposed designs. Prepares illustrations and rough sketches. Develops style sheets, logotypes and graphic standards for printed or published materials. Prepares GPO 952 form and instructions for print contractor. Designs and produces pages for websites. Reviews final layout and recommends improvements as necessary.

Minimum Education: Bachelor's degree in business, communications, marketing or other relevant discipline.

Minimum Experience: 10 years of relevant work related experience may be substituted for degree requirements.

LABOR categories

Technical Writer and Editor

Description: In partnership with the client, develops and produces effective text/copy. Provides the verbal or written aspect of reports and technical documents. Also includes writing for: posters; leaflets; brochures; technical reports for both public and agency consumption. Copywriters are often involved in the production process, which can include dealing with art directors and graphic artists.

Minimum Qualifications: Ten years of copywriting experience in advertising, direct marketing, promotion or publishing. Working knowledge of Macintosh, proficiency with Word, experience with database tools and knowledge of Internet technology. A bachelor's degree in English, journalism, communications, advertising, marketing, direct response or promotion (or comparable work experience).

Proofreader

Description: Provides assistance in proofreading and editing reports, fact sheets, manuscripts and presentations. Assists with maintaining and updating website materials. Requires excellent written communication skills.

Minimum Education: Bachelor's degree in business, communications, marketing or other relevant discipline.

Minimum Experience: 2 years; additional 4 years relevant work related experience may be substituted for degree requirements.

Web Developer

Description: Writes code and determines all back-end specifications (i.e., functionality) for all web-related initiatives. Works closely with web designer to build sites, intranets, extranets, etc.

Minimum Qualifications: A bachelor's degree in computer science, web design and/or graphic design. Five to eight years high tech client experience and/or advertising agency experience (or comparable work experience).